

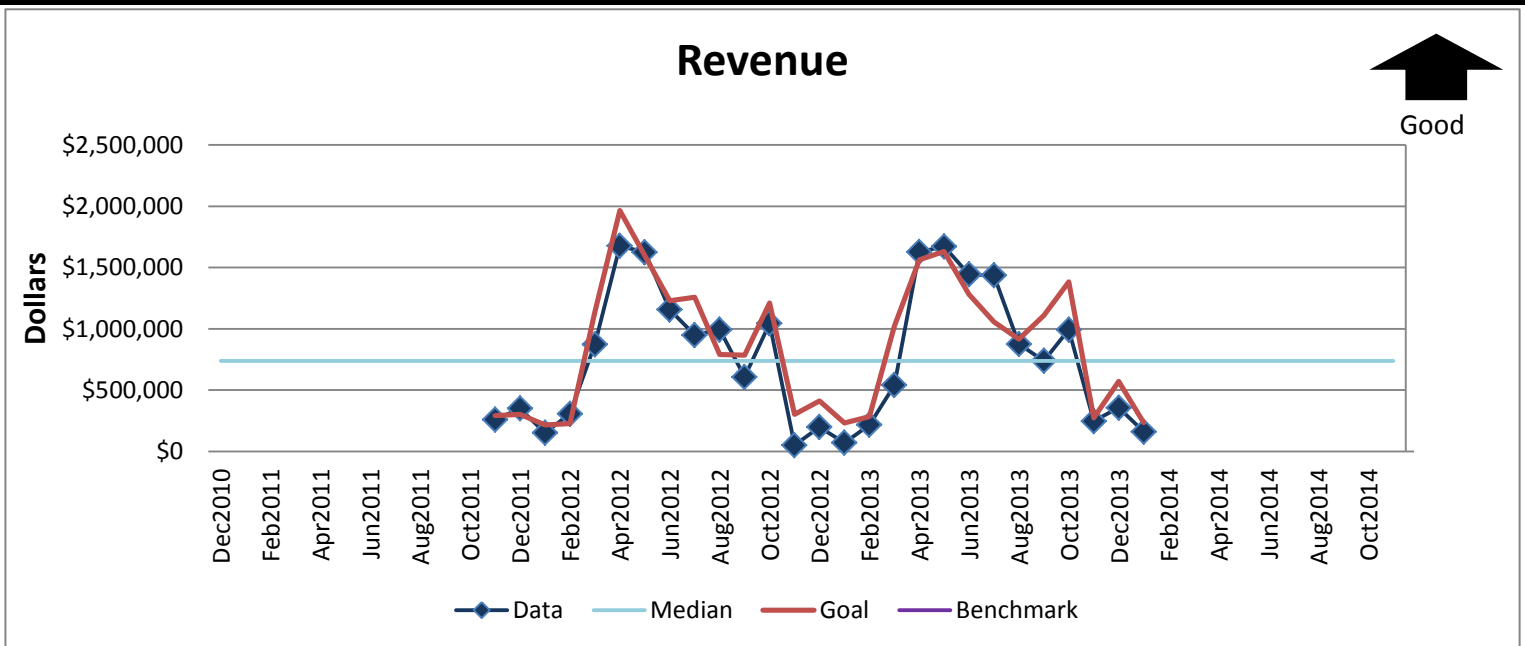
# Revenue Zoo



KPI Owner: John Walczak

Process: Operational Revenue Generation

Baseline, Goal, & Benchmark		Source Summary	Continuous Improvement Summary		
Baseline: \$9,416,030, FY 13 Goal: Revenue should meet the budget each month  Benchmark: TBD		Data Source: Zoo Financial Reports  Goal Source: Zoo Financial Reports  Benchmark Source: TBD	Plan-Do-Check-Act Step 8: Monitor and diagnose Measurement Method: The monthly revenue collected for the Louisville Zoo  Why Measure: To understand the Zoo's financial sustainability Next Improvement Step: TBD		
How Are We Doing?					
Dec2013-Nov2014 12 Month Goal	Dec2013-Nov2014 12 Month Actual		Nov2014 Goal	Nov2014 Actual	
TBD	\$517,933		TBD	N/A	
Dollars	Dollars		Dollars	Dollars	



The seven basic quality tools, "5 Whys" technique, brainstorming and other methods will be applied to the measure graphed above. The purpose of using the tools/methods is to understand what makes performance less than desirable if performance is not best in class.